

DERWENT-ACC-NO:

2001-430397

DERWENT-WEEK:

200146

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TITLE:

Internet advertising method using advertisement server,

advertisement client and web browser

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PRIORITY-DATA: 2000KR-0061434 (October 18, 2000)

PATENT-FAMILY:

PUB-NO PUB-DATE

LANGUAGE PAGES MAIN-IPC

January 5, 2001 N/A 001 G06F 017/60

APPLICATION-DATA:

KR 2001000777 A

PUB-NO APPL-DESCRIPTOR

APPL-NO APPL-DATE

KR2001000777A N/A

2000KR-0061434 Octo

October 18, 2000

INT-CL (IPC): G06F017/60

ABSTRACTED-PUB-NO: KR2001000777A

BASIC-ABSTRACT:

NOVELTY - An internet advertising method is provided to construct an advertisement database of advertisers, select a desired advertisement according to member information, periodically transfer the desired advertisement to the client program of the member, and send a predetermined banner to the client program.

DETAILED DESCRIPTION - An advertising server(110) stores <u>classified</u> <u>advertisements</u> received from advertiser(11) and personal information received from subscribed client(13) in an advertising DB(Data Base)(130) and a membership DB(120) respectively. The client(13) download a client advertising program and install the program in the client's <u>computer</u>. Advertisements selected by the advertising server(110) in consideration of personal information of the client(13) is transmitted to the client's <u>computer</u> during the program download and stored in the client's <u>computer</u>. When the client(13) uses internet services by the web browser, the client advertising program is activated. The program displays the advertisements stored in the client's <u>computer</u> on an area of the web browser screen during a period of time consumed for execution of functional commands such as up/download of files, opening a



web page, etc.,. The client advertising program transmits the number of times that the advertisements was displayed and display time to the advertising server(110). The advertising server(110) stores the received data with client personal information to the membership DB(120) for using reward data of the client(13).

CHOSEN-DRAWING: Dwg.1/10

TITLE-TERMS: ADVERTISE METHOD ADVERTISE SERVE ADVERTISE CLIENT WEB

DERWENT-CLASS: T01

EPI-CODES: T01-J05A;